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ABSTRACT

The professional library periodicals in Colorado were analyzed in terms of the type of information disseminated, user needs and the function of the various publications. The three data collection techniques used were: (1) content analysis, to answer general questicns about the scope, type of article, news coverage, and special features of the publication; (2) interviews with Colorado library publicatiens editors, to obtain information about editorial policy, content, financing, circulation policy, and function of the publications and (3) user questionnaire, to determine the readers and non-readers of the various library publications. The questionnaire used is appended. This study revealed the strength of the Colorado library publications to be their news coverage. All publications cover local and state news in detail. The three specific areas of weakness listed by the librarians surveyed are: (1) the absence of a list of job vacancies in the Rocky Mountain region, (2) the sparsity of research articles and (3) the rare mention of continuing education opportunities. Several suggestions are offered for the future direction of library publications in Colorado. (NH)

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ANALYSIS AND EVALUATION OF LIBRARY PUBLICATIONS IN COLORADO

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September, 1970

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INTRODUCTION

The present study analyzes periodicals published in the state of Colorado by various organizations for professional librarians. Many states have questioned the purpose, adequacy and effectiveness of these publications as vehicles for the dissemination of professional information and news. As a response to the proliferation of state library periodicals in the New England area, one editor concluded that the New England Library Association should assume the responsibility for state and regional library publications and that all nine states of the region should cease publishing journals.[1] He stated that, "such a move would enable one strong publication to take over the functions of nine weak and generally inadequate publications."[2]

A somewhat less radical suggestion was made by Orne who recognized that state library publication activities tend to be inadequately financed and suffer from a lack of quality material to publish. He proposed the development of greater coordination between state and regional publication activities and that separate, well-defined roles be established for each type publication.[3]

A relatively common pattern of publication within various states involves promulgation of journals containing articles and news of general interest for librarians within the state. Such general interest journals are published by the state libraries, as in Illinois, or by state professional library

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[1]John Berry, "Editorial," Bay State Librarian, 54:15-16, July, 1964.

[2]Berry, op. cit., p. 15.

[3]Jerrold, Orne, "Editorial," Southeastern Librarian, 17:i, Spring, 1967.

associations, as in Florida or California. In some states, library periodicals are also published under the auspices of special, school or academic library associations. These publications tend to be of less general interest than those published by state libraries or state library associations. In addition, regional publications often report on matters of specialized interest within single states as well as on matters of more general interest.

In Colorado, professional library publication appears to have been somewhat irregular and uneven in coverage. During an earlier period (1934-1956) a general interest journal, The Bulletin, was published by the Colorado Library Association. More recently the State Library assumed the publication role--The Capitol Hill Crier (1957-1968) and the Newsletter (1969 to the present). From time to time special interest groups have also published periodicals such as the present Colorado Academic Library and the Columbine.

The present research project analyzed professional library periodicals in Colorado in terms of the type of information disseminated, user needs, and the function of the various publications. Suggestions for possible future directions of library periodical publication in Colorado are made. The study answers the following questions:

1. What content areas are covered by library publications in Colorado? Do areas of overlapping coverage exist? Are there gaps in coverage that need to be remedied?

2. Who are the readers and the non-readers among the working librarians of Colorado? What are their reasons for reading or not reading the publications?

3. What are the strengths and weaknesses of library publications in Colorado?

4. What suggestions can be made for future patterns of professional library publication in Colorado?

PROCEDURE

Three techniques of data collection were employed: (1) content analysis of Colorado library publications, (2) interviews with editors of Colorado library publications, and (3) a user questionnaire. The content analysis was utilized to answer general questions about the scope, type of article, news coverage, and special features of the publication. Issues of the Colorado Academic Library, Columbine and Mountain-Plains Library Quarterly were analyzed for a two year period (1967-1969). Contents of the Colorado State Library Newsletter were analyzed from the first issue in May of 1969 through the October issue of 1969. The Mountain-Plains Library Quarterly, while not specifically a Colorado library publication was included because it is the regional publication of the area and has some effect on the publication pattern of library periodicals in Colorado.

Interviews with editors of the Colorado Academic Library, Columbine, and Colorado State Library Newsletter were conducted to obtain information about editorial policy, content, financing, circulation policy, and function of the publications. Information about the readers and non-readers of the library publications in Colorado was obtained by a user questionnaire sent to a stratified, random sample of working librarians in Colorado. The questionnaire, included in the Appendix, asked specifically which Colorado library publications were read or not read and sought to elicit reasons for non-reading. Information was also solicited about what subject content the librarians would like to see incorporated in future Colorado library publications.

RESULTS

Content Analysis and Editor Interviews

The Colorado Academic Library is published by the College and University Section of the Colorado Library Association on a quarterly basis. The statement of purpose in the first issue included the following rationale.

> Colorado academic librarians have ideas, opinions, experiences, information to communicate. ...We hope to help to retrieve this wealth of data and ideas germinant to the college and university libraries of Colorado, and in the pages of The Colorado Academic Library to make it available to all of us. With your active support, news and creative contributions, material of value to all academic librarians can be brought forth and given out.[4]

Thus the Colorado Academic Library set out originally to fill a need for news of academic librarians and to exchange information about academic libraries. There is no specific mention made of research contributions at this point although "creative contributions" were explicitly solicited.

In the content of the two years of issues analyzed two strengths of the journal became apparent: the news coverage function and the "how my library does it" article. News coverage comprised roughly fifty percent of the publication; articles on techniques, changes in services, or library practice comprised about forty percent; and official business of the College and University Section of Colorado Library Association filled approximately ten percent of the space. Less than one percent of the publication was devoted to the reporting of research. No space was devoted to articles which could be considered theoretical in nature.

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[4]Royce Butler, "Editorial," Colorado Academic Library, 1:2, 1963.

According to Cushman, the editor of the Colorado Academic Library, a major and continuing problem is the difficulty in securing an adequate quantity of articles of publishable quality. Major sources of articles are speeches delivered at regional and state meetings, and articles solicited from various academic librarians. Very few unsolicited articles are received.

The editor noted that she would like to publish more articles of a research nature in the future. In an effort to accomplish this, she has contacted the Graduate School of Librarianship at the University of Denver and informed them of the need for research articles written by either students or faculty. In the past year, two student research papers have been published in the Colorado Academic Library.

The Colorado Academic Library is not presently indexed by Library Literature nor is an annual self-index published. Hence, the material published in the Colorado Academic Library is not easily or generally retrievable. The lack of indexing may be a reflection of its news and opinion focus. However, if research articles are to be included in future issues, annual indexing if not indexing by Library Literature, would seem to be an essential feature.

Colorado Academic Library is circulated to all academic libraries in the state in adequate numbers for all professional staff members. Thus, it is not limited solely to members of CLA. Its publishing and mailing costs are funded by the College and University Section of the Colorado Library Association. The Colorado Academic Library contains no advertisements of either job vacancies or library products and services. Announcements of continuing education opportunities and book reviews rarely appear in the publication.

Columbine. The Columbine is published quarterly by the Colorado Chapter of the Special Libraries Association for its membership. It is primarily a

vehicle for Association news and includes the minutes of meetings in the publication. Brief articles of particular interest to special librarians appear with moderate frequency. These articles have a news or opinion focus as opposed to a research focus. A calendar of upcoming events is a feature. At times the calendar has been titled "Continuing Education for Librarianship". This appears to be a misnomer because fewer than seven percent of the items included are educationally related.

Streeter, the editor of the Columbine, stated that the primary difficulty in editing the journal is obtaining enough material to print. In the past, news notes and short articles have been solicited from special librarians throughout Colorado. The publication is circulated to the membership of the Colorado chapter of Special Libraries Association. It prints no advertising and no listing of job vacancies. Its greatest strength lies in its news coverage which comprised fifty to ninety percent of the issues examined.

Colorado State Library Newsletter. The statement of editorial policy found in the first issue of the Colorado State Library Newsletter is as follows:

> The Newsletter is designed to feature brief items usually no more than six lines of typing. It is the intent ... to call attention to significant developments rather than to detail these in length. ...In determining content for the Newsletter consideration will be given to news items as opposed to historical items.[5]

The following list of types of news items to be included in the Newsletter was also included as a part of the statement of editorial policy:

1. Calendar of forthcoming library events
2. CSL news items

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[5]Joan Harrigan, "Editorial Policy," Colorado State Library Newsletter, May 2, 1969, p. 1.

3. Items of interest to the profession:
   (a) innovative programs and services
   (b) administrative personnel changes
   (c) professional recognition of individuals
   (d) notices of meetings, institutes, workshops and seminars
   (e) new officers of professional organizations
   (f) news of significant new library publications
   (g) announcements of events such as National Library Week
   (h) fellowships and scholarships available
   (i) opportunities for continuing education.[6]

The editor, Harrigan, stated that the news function is the sole purpose of the Newsletter. It attempts to reach all working librarians in Colorado and is sent to all libraries in the state in sufficient number for all professional personnel at these libraries.

The content of the issues analyzed revealed some departure from the stated policy of brief items. Two longer articles covered the careers of Gordon Bennett as retiring Deputy State Librarian and James Meeks who assumed the position. A library activities calendar is featured each month. Brief notices of useful books were listed in each issue accompanied by ordering information.

When queried about how items were selected for inclusion in the Newsletter, Harrigan stated that the criteria were rather loose--any forthcoming event that could be of interest to any type of librarian within the state would be considered appropriate. The Newsletter is attempting to serve all types of librarians, not to emphasize just the news items that would be of interest to public or school librarians. The Newsletter does not list job vacancies or include any type of advertising. While continuing education coverage was listed as one of the features of the Newsletter, no notices of a continuing education nature appeared in the issues surveyed.

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[6] Ibid.

Mountain-Plains Library Quarterly. The Mountain-Plains Library Quarterly was included in the study because of the effect that it, as a regional publication, may have on professional library periodicals in Colorado. This publication, in contrast to the others surveyed, includes advertising, listing of job vacancies and both short and longer critical book reviews. The issues surveyed appeared to be oriented more toward public libraries than any other group.

News of various libraries, convention news, new appointments, and Mountain-Plains Library Association news was also included. Articles on current library practice also appeared. The majority of the articles in the issues surveyed were either articles containing information on current library practices or long, critical book reviews.

QUESTIONNAIRE DATA

A mail questionnaire was sent to a stratified, random sample of working librarians. The sample was drawn from the 1967 Directory of Colorado Libraries. Questionnaires were sent to 50 special librarians, 100 public librarians, 100 school librarians, and 75 academic librarians or to a total of 325 librarians. Completed questionnaires were received from 218 librarians for a sixty-eight percent response rate. When the sampling frame was revised by eliminating those individuals who were no longer working in Colorado, had retired, or had an unknown address (11) the total sample was reduced to 207 for a response rate of sixty-four percent. Subsample response rates were as follows: special librarians seventy-one percent, public librarians sixty-six percent, school librarians sixty percent, and academic librarians sixty-seven percent. (See sample questionnaire in Appendix)

Educational Background

Educational levels of the respondents are shown in tables one and two below:

TABLE 1: EDUCATIONAL LEVEL OF RESPONDENTS

Highest Earned Degree	Percent of Librarians
B.A.	21%
BSLS.	8%
M.A. (only)	8%
M.A. + MSLS.	(9%)
MSLS.	56%
Ph.D.	1%
Other	6%

Note: MSLS. is used to refer to all 5th year graduate library science degrees.

The greatest percentage of Colorado librarians in the sample hold the 5th year library science degree (56%). Twenty percent of the total sample have only bachelors degrees, while nineteen percent have only a high school education. Table two provides figures on educational levels of librarians by type of library.

TABLE 2: EDUCATIONAL LEVEL OF RESPONDENTS BY TYPE OF LIBRARY

Highest Earned Degree	ACADEMIC	PUBLIC	SPECIAL	SCHOOL
B.A.	15%	10%	34%	24%
BSLS.	8%	8%	9%	8%
M.A. (only)	18%	3%	3%	9%
M.A. + MSLS.	(18%)	(13%)	(0%)	(5%)
MSLS.	54%	76%	35%	59%
Ph.D.	5%	0%	0%	0%
Other	0%	3%	19%*	0%

*This percentage is comprised of sixteen percent high school graduates and three percent law school graduates.

While overall educational level of the special librarians in terms of degrees earned is the lowest of the four subgroups in the sample (16% are high school graduates and 43% have only the bachelors degree) three percent of the special librarians have advanced graduate degrees - law degrees. Approximately one-third of the school librarians have only the bachelors degree (32% have B.A. or BSLS. degrees). The subgroup with the highest education level in the sample is the academic group with five percent possessing the Ph.D. degree and eighteen percent having both a subject area masters degree and a masters degree in library science.

The respondents were queried about their frequency of reading Mountain-Plains Library Quarterly, Columbine, Colorado State Library Newsletter and the Colorado Academic Library. The results are shown in table 3.

TABLE 3: FREQUENCY OF READING LIBRARY PERIODICALS

Publication	Frequency of Reading	Percent of all Respondents	Academic	Public	School	Special
Mt.-Plains	Never	50%	29%	53%	74%	45%
Library	Occas.	28%	32%	25%	15%	41%
Quarterly	Freq.	22%	39%	22%	11%	14%
	Never	61%	36%	74%	94%	40%
Columbine	Occas.	14%	18%	11%	3%	24%
	Freq.	25%	46%	15%	3%	36%
Colorado	Never	63%	6%	76%	94%	77%
Academic	Occas.	13%	12%	21%	6%	14%
Library	Freq.	24%	82%	3%	0%	9%
State	Never	5%	0%	10%	8%	0%
Library	Occas.	20%	18%	21%	17%	24%
Newsletter	Freq.	75%	82%	69%	75%	76%

Of the total number of respondents in the sample, seventy-five percent

frequently read the State Library Newsletter and twenty percent read it occasionally. Thus the Newsletter is read by the highest percentage of librarians in the sample. The Mountain-Plains Library Quarterly has the second greatest rate of readership among the librarians in the sample. This finding is not surprising considering that two of the other publications in the survey are directed at specific audiences and not at the general range of librarians.

Analyzing reading frequency by type of librarian, the academic librarians read all publications with a greater frequency than any other subgroup of librarians in the sample. The high rate of reading of the Columbine by academic librarians can be partially explained on the basis that many academic librarians also consider themselves to be special librarians, and as such, belong to the Colorado Chapter of the Special Libraries Association. A high rate of reading of the Colorado Academic Library by academic librarians is to be expected because the publication is specifically directed to their interest.

The subsample of librarians with the lowest frequency of reading of the state professional library periodicals is the school library group. This may, in part, be a reflection of the specific focus of two of the periodicals toward academic and special librarians. The two more general publications were read by a higher percentage of school librarians than were the specialized publications. The relatively low rate of reading of the school librarians may also be partially explained by the educational focus of these librarians who may identify more with teachers than with librarians. If this is the case, school librarians may choose to read educational periodicals rather than library publications.

It is remarkable that forty percent of the special librarians in the sample stated that they had never read the Columbine. This may be explained by lack of membership in the Special Libraries Association and also by the

fact that some small and diverse special libraries were included in the sample. Many of these libraries are administered by high school graduates without library training or higher education who may not be aware of either the Association or the publication. The data obtained on reasons for non-reading appear to support this contention.

The two most common reasons given for not reading library publications at the state level were: "I have never seen or heard of it" (35%) and "It is not received in my library" (47%). Other reasons for non-reading include the following: "It is not relevant to my work, I have no time, the same material is better covered by national publications."

Nearly one-half of the total group of non-readers in the sample stated that their reason for not reading the state library periodicals is that their library does not subscribe to them. This raises two questions: (1) What is the reason that the individual libraries do not subscribe to these publications? and (2) Is non-reading for this reason indicative of the degree of professional involvement of librarians in the state of Colorado?

TABLE 4: REASONS FOR NON-READING: ALL TYPES OF LIBRARIANS

Reasons Given	Percent of Non-Readers
I have no time	18.2%
Not pertinent to my work	11.8%
Material is better covered in national publications	9.83%
Never heard of it	34.54%
My library does not subscribe to the publication	47.0%

The following tables show the percentages of non-readers in each of the subsamples employing each of the reasons listed in the table above for stating that they do not read the periodicals.

TABLE 5: REASONS FOR NON-READING
SPECIAL LIBRARIANS WHO NEVER READ PUBLICATIONS

Reasons	Colorado Academic Library	Columbine	Mountain-Plains Library Quarterly
Not pertinent	18%	20%	16%
National publications cover material better	6%		5%
Never heard of	26%	13%	36%
Library does not subscribe	50%	67%	43%

TABLE 6: REASONS FOR NON-READING
SCHOOL LIBRARIANS WHO NEVER READ PUBLICATIONS

Reasons	Colorado Academic Library	Columbine	Mountain-Plains Library Quarterly
Not pertinent	18%	10%	4%
National publications cover material better	0	0	0
Never heard of	33%	36%	42%
Library does not subscribe	46%	51%	43%

TABLE 7: REASONS FOR NON-READING
PUBLIC LIBRARIANS WHO NEVER READ PUBLICATIONS

Reasons	Colorado Academic Library	Columbine	Mountain-Plains Library Quarterly
Not pertinent		8%	8%
No time	33%	25%	17%
Of no interest	23%	8%	8%
National publications cover material better	16%	8%	8%
Never heard of		20%	26%
Library does not subscribe	12%	31%	33%

TABLE 8: REASONS FOR NON-READING
ACADEMIC LIBRARIANS WHO NEVER READ PUBLICATIONS

Reasons	Columbine	Mountain-Plains Library Quarterly
No time	8%	8%
Not pertinent	8%	8%
National publications cover material better		16%
Never heard of	40%	14%
Library does not subscribe	44%	44%

Only a relatively small percentage of librarians in each of the four groups seem to believe that the national publications cover the same materials as the state publications and do it more adequately. This was rarely used as

a reason for non-reading. Lack of time appeared to be a factor in non-reading for only a small percentage of public and academic librarians. As might be expected, moderate percentages believed the two specialized publications are not relevant to their work. However, it is surprising to note that twenty percent of the special librarians claimed that their reason for not reading the Columbine was that it is not pertinent to their work. It might be questioned whether these librarians were familiar with the publication or not, or whether they are in fact indicating that news of the Special Libraries Association Chapter in Colorado is not really pertinent to their work.

Features Desired in Library Publications

The questionnaire respondents were asked to select from a list of features the ones they would most like to see incorporated in Colorado library publications. The list was compiled from features that are found in the library publications of other states. The respondents were asked to choose the four features they would most like to have incorporated in Colorado library publications. Table nine lists the features in terms of the rating received with number one being the most desired feature.

TABLE 9:
FEATURES MOST DESIRED IN PROFESSIONAL
LIBRARY PUBLICATIONS IN COLORADO

Feature	Rank
Current developments in library practice	1
Announcement of pertinent classes, seminars and symposia	2
Listing of job vacancies	3
How-to-do-it information	4
Research articles	5
Yearly directory of Librarians in Colorado	6
Local news	7
Information science articles	8
Data processing information	9
Longer critical review articles	10

The features which the librarians as a group would most like to see incorporated in a state library publication were first, articles about current developments in library practice, and second, announcements of pertinent classes, seminars and symposia. In contrast there were few librarians who rated articles on data processing or critical review articles among the most desired features. There was some difference between the different types of librarians in choice of most desired features. The following table presents the ranking of the features by type of librarian.

TABLE 10:
FEATURES MOST DESIRED IN PROFESSIONAL LIBRARY PUBLICATIONS IN COLORADO: RANKING BY TYPE OF LIBRARIAN

FEATURES MOST DESIRED BY ACADEMIC LIBRARIANS:	Rank
Current developments in library practice	1
Announcement of pertinent classes, seminars and symposia	2
Listing of job vacancies	3
Directory of librarians in Colorado	4
FEATURES MOST DESIRED BY SPECIAL LIBRARIANS:	
Announcements of pertinent classes, seminars and symposia	1
Current developments in library practice	2
Listing of job vacancies	3
Research articles	4
FEATURES MOST DESIRED BY PUBLIC LIBRARIANS:	
Current developments in library practice	1
Announcements of pertinent classes, symposia and seminars	2
Local news	3
Research articles	4
FEATURES MOST DESIRED BY SCHOOL LIBRARIANS:	
Announcements of pertinent classes, seminars and symposia	1
Current developments in library practice	2
How-to-do-it information	3
Listing of job vacancies	4

There was general agreement among all four types of librarians regarding the first two features desired in Colorado professional library publications. Current developments in library practice and announcements of classes, symposia and conferences were rated as either first or second by all four groups. Listing of job vacancies was chosen as either third or fourth among the most desired features by academic, special and school librarians. Both the public and special librarians included research articles among their four top choices of desired features. The school librarians differed from all the other groups in choosing how-to-do-it articles among the top four.

In response to a question asking for suggestions for improving state level professional library publications, the librarians queried offered a variety of ideas. Specifically, public librarians suggested (1) improvement of the quality of writing, (2) emphasis on news developments pertaining specifically to Colorado, and (3) the use of a full time staff to develop a general interest journal for all librarians in Colorado. There was considerable concensus that the State Library would be the proper agency to undertake development of this journal.

The suggestions of school librarians focused primarily on broadening the circulation of the existing periodicals and secondarily on providing more how-to-do-it information tailored to the needs of school librarians. Both academic and special librarians proposed merging the existing publications into a single journal. In addition, the special librarians expressed a desire for inclusion of greater depth of material on information handling in the pure and applied sciences.

CONCLUSION

Several conclusions can be drawn from the data presented in this study regarding the strengths and weaknesses of the present publications and the features desired by Colorado librarians in state level professional periodicals.

The strength of the present periodicals is their news coverage. All publications cover local and state news in detail. While duplication of news items is common, this is not necessarily a weakness, especially in view of the somewhat low level of readership of some of the publications.

Content analysis of the Colorado library publications revealed several areas of weakness or minimal coverage. None of the Colorado publications list job vacancies in the Rocky Mountain region, very few research articles appear and continuing education opportunities are rarely mentioned. Interestingly, these three areas are the specific areas listed by the librarians surveyed as those which they most want in state professional library publications. Hence, it appears that there are several areas of needs as revealed by both content analysis and the user survey that are not presently being met by state periodicals.

In view of the weaknesses discerned in the present professional library publication structure, what suggestions can be made for future direction of library publications in Colorado? First, a greater degree of coordination needs to be developed with the specific roles of each publication being defined. The present editors of the publications and selected representatives of academic, school, special and public library interests might form a publication committee to accomplish this task. Such a committee could use the data in this report and other sources of information to plan a publication structure which would be adequate to

meet and monitor the publication needs of Colorado librarians.

Several more specific suggestions can also be offered at this point. For example, there are three possible avenues for providing librarians of Colorado with a listing of job vacancies in the region. The Graduate School of Librarianship at the University of Denver prints job listings in its monthly Mile-Hi Placement Bulletin which is currently sent to all alumni of the library school. The Graduate School of Librarianship might wish to expand the circulation of this bulletin to include any librarian currently working in the state of Colorado. A second possible way in which to provide a listing of job vacancies for all librarians in the state would be for the State Library to assume this function itself or to contract with the Graduate School of Librarianship to provide this service. Third, if the State Library develops a new journal, it might wish to include listing of job vacancies as part of its regular publication service.

All of the librarians queried listed announcements of pertinent courses, seminars and symposia as either first or second among the desired features of state library publications. Present coverage of such continuing education opportunities is inadequate. Such inadequate coverage is perhaps attributable to a narrow definition of continuing education itself. In the past the term continuing education has referred to a restricted range of library speakers, library symposia and institutes, or advanced library science course offerings. However, if continuing education is broadly defined to include courses, lecture series, symposia and colloquia in a variety of areas that are in fact relevant to the daily work of Colorado librarians such as business, education, communication, public relations, and urban affairs; a variety of continuing education opportunities are currently available in most areas of Colorado through the existing universities and their continuing

education or extension programs. Announcements of these opportunities could readily be included in a State Library periodical.

With regard to the expressed desire of librarians for more research articles, the Colorado Academic Library is presently moving in the direction of including more research articles in its contents and should be encouraged in this effort. Again if a committee were formed to coordinate the state level library publications and define specific roles of each, this would be one of the areas to be assessed and perhaps assigned to a specific publication.

Many of the librarians queried noted that they have a need for a yearly directory of librarians working in Colorado. Some states include such a directory as a section of one issue of their general interest journal each year. The State Library in Colorado which has recently been developing a computer produced directory of librarians, might wish to consider distributing it as part of state produced journal.

To conclude, the problems defined in this report and the solutions suggested herein should provide an initial basis for committee investigation and policy implementation.

APPENDIX

LIBRARY PUBLICATIONS QUESTIONNAIRE

PLEASE CHECK THE APPROPRIATE RESPONSE

1. I am currently employed as a:
_____a) special librarian
_____b) public librarian
_____c) school librarian
_____d) children or young people's librarian
_____e) college or university librarian

2. Highest degree you have received:
_____a) Bachelor's Degree
_____b) Master's Degree (subject area)
_____c) Master's Degree (library science)
_____d) Other (please specify _____
_____

3. How frequently do you read the following publications:

A. Mt.-Plains Library Quarterly
_____never
_____occasionally
_____frequently

B. The Colorado Academic Library
_____never
_____occasionally
_____frequently

C. The Columbine
_____never
_____occasionally
_____frequently

D. The Colorado State Library Newsletter
_____never
_____occasionally
_____frequently

IF YOU REPLIED NEVER FOR ANY RESPONSE ABOVE, PLEASE GIVE THE NAME OF THE PUBLICATION AND YOUR REASON FOR NOT READING:

4. Publication _____
Reason for non-reading
_____no time
_____not pertinent to my work
_____same material is covered better by national publications
_____of no interest to me
_____other (please specify) _____
_____

Publication _____
Reason for non-reading:
_____no time
_____not pertinent to my work
_____same material is covered better by national publications
_____of no interest to me
_____other (please specify) _____
_____

Publication _____

Reason for non-reading:

_____no time
_____not pertinent to my work
_____same material is covered better by national publications
_____of no interest to me
_____other (please specify) _____

_____

(If you need additional space please use reverse side)

5. Which of the following features would you like to see incorporated in professional library publications in Colorado: (List your preferences from 1 to 4 with 1 as the most preferred)

_____a) listing of job vacancies in the Rocky Mt. Area
_____b) current developments and events in library practice
_____c) research articles
_____d) longer, critical review articles
_____e) local news
_____f) information science articles
_____g) data processing information
_____h) yearly directory of librarians in Colorado
_____i) how-to-do-it information
_____j) announcements of pertinent classes, seminars, and symposia
_____k) other (please specify) _____

_____

_____

6. What suggestions can you make for improving professional library publications in Colorado:

_____

_____

_____

_____